

## Message Text

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ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-06 RSC-01 /018 W

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R 030735Z NOV 74

FM AMEMBASSY ABU DHABI

TO SECSTATE WASHDC 2192

INFO AMEMBASSY BEIRUT

AMEMBASSY CAIRO

AMEMBASSY DAMASCUS

AMEMBASSY JIDDA

AMEMBASSY TEHRAN

UNCLAS ABU DHABI 1492

E.O. 11652: N/A

TAGS: BEXP, TC

SUBJ: MID-AMERICA TRADE MISSION IN ABU DHABI

REF: KUWAIT 4632

1. MID-AMERICA GROUP'S VISIT HERE VERY SHORT, BUT DURING ONE DAY'S MEETINGS, WAS ABLE TO MEET REPRESENTATIVES ALL GOVERNMENT DEPARTMENTS CONCERNED WITH FINANCIAL AND INDUSTRIAL POLICY. MEETING WITH ABDULLAH ESMAIL, UNDERSECRETARY, ABU DHABI DEPARTMENT OF PETROLEUM, AND SMA GROUP MEETING WITH FADL KHAN, ADVISOR TO ABU DHABI NATIONAL OIL COMPANY, WERE ESPECIALLY LIVELY AND INFORMATIVE.

2. IMPOSSIBLE TO PUT DOLLAR VALUE ON BUSINESS GENERATED BY VISIT OF THIS BREVITY. MISSION MEMBERS, MOST OF WHOM WERE VISITING UAE FOR FIRST TIME, WERE IMPRESSED BY WHAT THEY LEARNED OF COUNTRY'S ECONOMIC FUTURE - SO MUCH SO THAT EMBASSY RECEIVED PROMISES OF RETURN VISITS FROM AT LEAST SIX COMPANIES.

3. ALTHOUGH COMPETENCE AND AUTHORITY OF THE GROUP CERTAINLY PLEASED ITS UAE HOSTS, SEVERAL PARTICIPANTS' INTERESTS DID

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NOT FIT THOSE OF THE REST OF THE MISSION. AS A RESULT, THE PROGRAM

ORIGINALLY PREPARED BY EMBASSY AFTER CONSULTATION WITH MISSION ORGANIZERS NOT ENTIRELY APPROPRIATE FOR AMERICAN HOSPITAL SUPPLIES, PARKER PEN, AND SCIENTIFIC RESEARCH. HOWEVER, EMBASSY MADE APPOINTMENTS AT MINISTRY OF HEALTH AND EDUCATION ON VERY SHORT NOTICE, AND PARKER PEN GROUP SPENT MOST OF THEIR TIME WITH REPS FROM DUBAI.

4. MISSION RECEIVED FULL PRESS OF ITS SESSION WITH MOHAMMAD HABROUSH, MINISTER OF STATE FOR FINANCIAL AND INDUSTRIAL AFFAIRS, AND OF ITS CALL ON SHEIKH HAMDAN BIN MOHAMMAD, UAE MINISTER OF PUBLIC WORKS. COPIES OF THIS PRESS COVERAGE WILL FOLLOW VIA POUCH.

5. COMMENT: POST CONCURS WITH KUWAIT COMMENTS PARAGRAPH 4 REFTEL. ADVANCE WORK AND LOGISTICS OF MISSION ORGANIZERS LEFT SOMETHING TO BE DESIRED IN FOLLOWING AREAS:

A. ADVANCE INFORMATION: EMBASSY RECEIVED NO NOTIFICATION OF MAJOR CHANGES IN COMPOSITION OF MISSION UNTIL THREE DAYS BEFORE GROUP'S ARRIVAL. MISSION ORGANIZERS PROVIDED NO ADVANCE INFORMATION ON MANY REPRESENTATIVES AND THEIR COMPANIES.

B. ARRIVAL AND DEPARTURE INFORMATION. EMBASSY NEVER RECEIVED CORRECT ARRIVAL INFORMATION FROM GROUP DESPITE NUMEROUS REQUESTS BY CABLE AND TELEX. DEPARTURE OF GROUP FOR AIRPORT BEFORE END OF CHAMBER OF COMMERCE RECEPTION IN THEIR HONOR WAS NOT WELL-RECEIVED.

C. DETAILS: MISSION ORGANIZERS SHOWED ALMOST COMPLETE DISREGARD FOR PEDESTRIAN, BUT ESSENTIAL DETAILS OF ANY VISIT SUCH AS SCHEDULED, TAXIS, BAGGAGE, PASSPORTS, LANDING FEES, HOTEL RATES, RECEPTION OF GUEST SPEAKERS, AND THE LIKE. ALTHOUGH EMBASSY EXPECTS TO DO CERTAIN AMOUNT OF NURSE-MAIDING, IT MUST RECEIVE AT LEAST SOME LOGISTICAL ASSISTANCE FROM ORGANIZERS OF THIS LARGE A GROUP.

ALTHOUGH THESE PROBLEMS OF ORGANIZATION AND ADVANCE WORK  
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DID NOT SERIOUSLY HANDICAP MISSION'S WORK, WE HOPE ORGANIZERS FOR FUTURE MISSIONS WILL PAY MORE ATTENTION TO DETAILS OF GROUP LOGISTICS, FINANCE, AND ADVANCE INFORMATION.

6. COMMENT: EMBASSY BELIEVES SUCH SERIOUS, HIGH-LEVEL GROUPS CAN PROVIDE ANSWER TO PROBLEM OF TRADE-MISSION DELUGE IN UAE, WHERE SUCH DELEGATIONS ARE FAST WEARING OUT THEIR WELCOMES. WE HAVE REPEATEDLY STATED THAT CON-

VENTIONAL USDOC TRADE MISSION MAY NOT BE BEST PROMOTION  
DEVICE FOR UAE. MID-AMERICA GROUP PRODUCED REAL INTEREST  
HERE (IN CONTRAST TO POLITE YAWNS THAT GREET MOST MISSIONS),  
AND WE HAVE STRONGLY URGED MISSION MEMBERS TO ACTIVELY  
PURSUE OPPORTUNITIES THEY DISCOVERED.  
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